

Full Mission Statement

Army surplus wholesale specialists, East West Army Surplus Ltd, are in business to supply top quality army surplus, to both new and existing clients, continually expanding their business and customer base, bringing their extensive experience to the wholesale army surplus market. We wish for our customers to grow with us as we continue to supply the market with existing and exciting new lines.

Our customers are predominantly wholesale and retail outlets of all descriptions; traditional army surplus shops, fashion stores, vintage sellers, airsofters, serving professional soldiers and cadets, film industry professionals, the list is endless. We have the product and industry knowledge which will help your growth and hopefully contribute to your success. We constantly analyse market trends within the industry, military community, the fashion industry and other current market trends. Our finger is on the pulse, both retail and wholesale. We can often source the right product at the right time and place. We also know the retail side and how it operates as we came from there and can help you with our knowledge and skill base. We offer a no-bullshit approach and attitude. We excel at honest, sharp knowledge. We offer genuine and quality kit.

The nature of the army surplus wholesale world is that it constantly changes, according to the market availability of government disposals – in other words, we can only bring in what they give out. We are bound by government disposal assets and when goods are released for sale. Army surplus wholesale is something like the stock market, where the rise and fall of commodities occur on a weekly basis. East West Army Surplus Ltd are in effect, a commodity broker for government assets.

East West Army Surplus Ltd provides the bridge from government disposals agents to getting a commodity ready for you, the wholesaler or retailer. We strive to ensure supply is steady or provide an alternative commodity. We do this by being acutely aware of who has got what product coming into the UK... Yes, we are constantly moving. Staff motivation and encouragement is key. We invest a lot into training (NVQ's etc.) and maintain a compact a key team, who can think for themselves. We also employ a business advisor to assist us in maintaining a solid business infrastructure, which may well be the best in the East Anglian region.

We encourage relationships of honesty, with suppliers and customers. We stick to credit terms if available and expect you to as well! We have a National and European reputation for paying upfront for goods and if we do not have the satisfaction levels from suppliers that we expect, then we no longer use that supplier. In other words, we don't play the fiddle. We will, on our and your behalf, negotiate the best possible quality and availability to get the best deal for both business and customer.

We have many partnerships and links. We especially have an excellent working relationship with Field Textiles, both their sales team and upper management, due to previous and current working relationships between the two companies.

We know army surplus wholesale. How? We communicate well in the field. Maybe by, for example, speaking to the Brazilian Defence Attaché and the Irish Defence attaché in the cockpit of a C130 Hercules, about kit. We know what we know. Come to us if you need that knowledge.

We are down to earth and honest. You may not like what you hear from us occasionally as we work fast and are to the point, yet we are not here to hold your hand, we are here to get the best possible deal for you or your customers. We utilise our network to negotiate from a position of strength to get commodities through at best quantity and quality. East West Army Surplus Ltd is a name that is strong and reliable.

Our modern systems are up to date; we have an accountancy package which is second to none. We operate superior systems to others in the marketplace, which, along with a well-organised warehouse, staff coherency, and a refusal to get caught up in price wars means we should be your first choice for military wholesale. We also can offer competitive rates to our top rate/Band A clients. Band A clients have a direct relationship with the sales teams and managing directors. MD to MD is often on a personal level. We understand our Band A client's needs and requirements. Our relationship in disposals gives both ourselves and you the edge. We pride ourselves in delivering on time and will drop ship everywhere, even the Vietnamese/ Chinese border. Our logistical base is global and second to none, likely the best in the trade. We will find a shipping solution.

We invest all our surplus capital back into stock and capital gains. In 2014 we moved to expanded premises, we have a device at each station throughout the warehouse; we have a new vibrant website, expanding yet fully trained and competent team and network. We are very self-reliant and have secure and reliable machines! We use capital to its fullest potential – if in doubt, buy it out.

Visit East West Army Surplus Ltd, Quality Army Surplus Wholesalers, at Unit C, Wrexham Road, Laindon, Essex, SS15 6PX, United Kingdom or contact us on 01268 931 807.